

Please amend the claims to read as indicated in the following list of claims:

1. [Currently amended] An information serving system comprising:
 - a broadcast module having a broadcast unit to broadcast information a program including at least video information;
 - a reception module having:
 - a receiver to receive the broadcasted broadcast program broadcast information, a selector to select at least any one of static and dynamic image components an image component composing an image consisting of the video information included in the received broadcast information program, a producing unit to produce specification information indicative of the selected image component, a transmitter to transmit the produced specification information, and a presenting unit to receive incoming component information and present the received component information; and
 - an information serving module having an acquiring unit to acquire the incoming specification information, and a transmitter to transmit to the reception module the component information indicative of the image component indicated by the acquired specification information.
2. [Original] The information serving system of claim 1, wherein the broadcast unit included in the broadcast module is configured to include identification information to identify the image component into the broadcast information and broadcast the broadcast information with the

identification information therein, and the producing unit included in the reception module is configured to produce, as the specification information, the identification information broadcasted correspondingly to the selected image component.

3. [Original] The information serving system of claim 2, wherein the information serving module further includes a transmitter to transmit the identification information to the broadcast module, and the broadcast unit included in the broadcast module is configured to include the incoming identification information into the broadcast information and to transmit the broadcast information with the identification information included therein.

4. [Currently amended] An information serving system according to claim 1, wherein in the reception broadcast module, where the image is to be selected, the included in the information serving system of claim 1, comprising the broadcast program is temporarily halted to produce a static image instead of a dynamic image unit.

5. [Currently amended] An information serving system according to claim 1, wherein in the reception module included in the information serving system of claim 1, comprising: the receiver; the selector; the producing unit; the transmitter; and the presenting unit further has a picture recording function, and a signal of the broadcast program recorded with the picture function is used to select the image component.

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Claim 6. Cancelled.

7. [Original] The information serving system of claim 1, wherein the broadcast module further comprises a fee processing unit to acquire and process a piece of incoming information about a fee payment for information service, and the information serving module further comprises a fee information transmitter to produce the fee payment information about payment of an information serving fee accompanying the transmitted component information when the transmitter transmits the component information to the reception module and to transmit the produced fee payment information to the broadcast module.

8. [Original] The information serving system of claim 1, wherein the producing unit of the reception module is configured to produce, as the specification information, a piece of specification information including at least information about time at which positional information indicative of a position of the image component in the image and the image including the image component are outputted.

9. [Currently amended] An information serving system comprising:

 a broadcast module having broadcast means for broadcasting a broadcast program information including at least video information;

 a reception module having:

 reception means for receiving the ~~broadcasted broadcast information~~ broadcast program thus broadcasted,

selection means for selecting an at least any one of static and dynamic image components composing an image consisting of the video information included in the received broadcast program information, production means for producing specification information indicative of the selected image component, transmission means for transmitting the produced specification information, and presentation means for receiving incoming component information and presenting the received component information; and

an information serving module having:

acquisition means for acquiring the incoming specification information, and transmission means for transmitting to the reception module the component information indicative of the image component indicated by the acquired specification information.

10. [Original] The information serving system of claim 9, wherein the broadcast means included in the broadcast module is configured to include identification information to identify the image component into the broadcast information and broadcast the broadcast information with the identification information therein, and the production means included in the reception module is configured to produce, as the specification information, the identification information broadcasted correspondingly to the selected image component.

11. [Original] The information serving system of claim 10, wherein the information serving module further includes transmission means for transmitting the identification information to the broadcast module, and the broadcast

means included in the broadcast module is configured to include the incoming identification information into the broadcast information and to transmit the broadcast information with the identification information included therein.

12. [Currently amended] The information serving system according to claim 9, wherein in the reception A broadcast module, where the image is to be selected, the included in the information serving system of claim 9, comprising the broadcast program is temporarily halted to produce a static image instead of a dynamic image means.

13. [Currently amended] The information serving system according to claim 9, wherein the A reception module included in the information serving system of claim 9, comprising: the receiver; the selector; the producing unit; the transmitter; and the presenting unit further has a picture recording function, and a signal of the broadcast program recorded with the picture recording function is used to select the image component.

14. [Original] A reception module included in the information serving system of claim 10, comprising: the reception means; the selection means; the production means; the transmission means; and the presentation means, wherein the identification information includes component identifying information for identifying the image component, highlight information for highlight-displaying the image component in displaying the image component by

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the selection means included in the reception module, date and time information indicative of a date and time on and at which the broadcast information including the image component is broadcasted, and positional information indicative of a display position of the image component in the image composed of the image component, and the selection means includes highlight display means for highlight-displaying the image component determined by the identification information, the date and time information, and the positional information.

15. [Original] The reception module of claim 14, wherein the selection means comprises specification means for specifying the image component highlight-displayed, and the production means is configured to produce, as the specification information, the identification information broadcasted correspondingly to the specified image component.

Claim 16. Cancelled.

17. [Original] A reception method carried out by the reception module included in the information serving system of claim 9, comprising the steps of: receiving broadcast information that has been broadcasted; selecting an image component composing an image corresponding to video information included in the received broadcast information; producing specification information indicative of the selected image component; transmitting the produced specification information; and receiving and presenting the incoming component information.

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18. [Original] A broadcast method carried out by the broadcast module included in the information serving system of claim 10, comprising the step of broadcasting the broadcast information in which the identification information to identify the image component is included.

19. [Original] An information serving method carried out by the information serving module included in the information serving system of claim 9, comprising the steps of: acquiring the incoming specification information; and transmitting to the reception module the component information indicative of the image component indicated by the acquired specification information.

20. [Currently amended] A computer-readable medium having data structure of the identification information of claim [[8]] 9 recorded on it, wherein

the identification information includes component identifying information for identifying the image component, highlight information for highlight-displaying the image component in displaying the image component by the selection means included in the reception module, date and time information indicative of a date and time on and at which the broadcast information including the image component is broadcasted, and positional information indicative of a display position of the image component in the image composed of the image component, and

the identification information additionally includes a piece of section information indicative of a section in the broadcast information, the section information being added

to each of the component identification information, the highlight information, the date and time information, and the positional information, immediately before and after thereof.

21. [Original] An information producing method of producing the broadcast information including the identification information having the data structure of claim 20, comprising the steps of: acquiring the component identification information, the highlight information, the date and time information, and the positional information that correspond to the image component; producing the identification information by adding the section information to each of the acquired component identification information, the acquired highlight information, the acquired date and time information, and the acquired positional information, immediately before and after thereof; and producing the broadcast information by combining the produced identification information with the video information based on a time-sharing manner.

22. [Original] The information serving system of claim 9, wherein the broadcast module further comprises fee processing means for acquiring and processing a piece of incoming information about a fee payment for information service, and the information serving module further comprises fee information transmitting means for producing the fee payment information about payment of an information serving fee accompanying the transmitted component information when the transmission means transmits the component information to the reception module and for

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transmitting the produced fee payment information to the broadcast module.

23. [Original] The information serving system of claim 22, wherein the broadcast module further comprises fee information acquiring means for acquiring a piece of incoming information about a fee for information serving transmitted from the information serving module, and the information serving module further comprises further fee information transmitting means for transmitting to the broadcast module the fee information indicative of the information serving fee prior to transmitting the fee payment information, when the component information is transmitted to the reception module.

24. [Original] The information serving system of claim 22, wherein the information serving fee is calculated in the information serving module for every piece of component information on the basis of the number of times of supplying the component information.

25. [Original] The information serving system of claim 24, wherein the information serving fee is calculated in the information serving module for every piece of component information through addition of a predetermined basic fee to an amount obtained by multiplying a predetermined scale by the number of times.

26. [Original] The information serving system of claim 22, wherein the broadcast means included in the broadcast module is configured to include a piece of identification

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information to identify the image component into the broadcast information so as to broadcast the broadcast information including the identification information, the selection means in the reception module is configured to select the image component using the broadcasted identification information, and the information serving fee is a fee which should be paid for broadcasting the broadcast information including the identification information.

27. [Original] A broadcast module included in the information serving system of claim 22, comprising: the broadcast means; and the fee processing means.

Claim 28. Cancelled.

29. [Original] An information serving module included in the information serving system of claim 22, comprising: the acquisition means; the transmission means; and the fee information transmitting means.

30. A reception method carried out by the reception module included in the information serving system of claim 22, comprising the steps of: receiving broadcast information that has been broadcasted; selecting an image component composing an image corresponding to video information included in the received broadcast information; producing specification information indicative of the selected image component; transmitting the produced specification information; and receiving and presenting the incoming component information.

31. [Original] A broadcast method carried out by the broadcast module included in the information serving system of claim 22, comprising the steps of: broadcasting a piece of broadcast information; and acquire a piece of information about a fee payment for information serving that has been come from an information serving module.

32. [Original] An information serving method carried out by the information serving module included in the information serving system of claim 22, comprising the steps of: acquiring a piece of specification information that has come; transmitting to a reception module a piece of component information indicative of an image component determined by the acquired specification information; and producing a piece of fee payment information about payment of an information serving fee accompanying the transmitted component information when the component information is transmitted to the reception module and transmitting the produced fee payment information to the broadcast module.

33. [Original] The information serving system of claim 9, wherein the production means of the reception module is configured to produce, as the specification information, a piece of specification information including at least information about time at which positional information indicative of a position of the image component in the image and the image including the image component are outputted.

Claims 34 - 36. Cancelled.

37. [Original] A reception method carried out by the reception module included in the information serving system of claim 33, comprising the steps of: receiving a piece of broadcast information that has been broadcast; selecting an image component composing an image corresponding to a piece of video information included in the received broadcast information; producing a specification information specifying the selected image component, the specification information including positional information indicative of a position of the image component in the image and time information at which the image including the image component is outputted; transmitting the produced specification information; and receiving and presenting a piece of component information that has come.

38. [Original] An information serving method carried out by the information serving module included in the information serving system of claim 33, comprising the steps of: acquiring the specification information that has come; and transmitting to the reception module the component information indicating the image component specified by the acquired specification information.

39. [New] The information serving system of claim 1, wherein the selector is responsive to a user-manipulated input device for generating a product information request signal in response thereto and wherein the producing unit is responsive to the product information request signal to

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produce said specification information indicative of the selected image component.